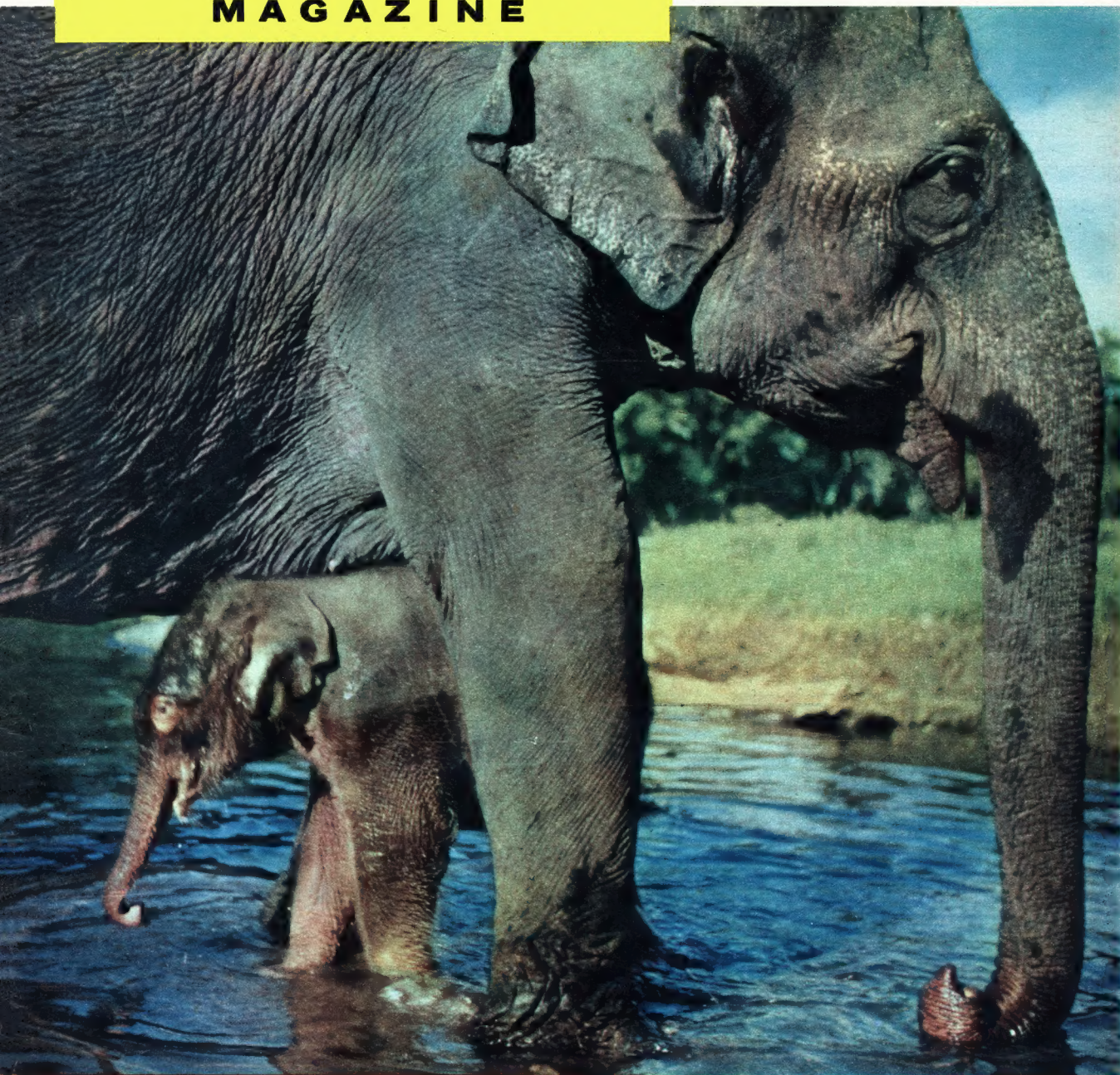


November 11, 1956

This Week

MAGAZINE

The Sunday Star
WASHINGTON, D. C.



ELEPHANT'S BIG DAY. For the story about little Japu and his dream, see Page 14

SUSPENSE EXPERT

ALFRED HITCHCOCK WRITES

"How I'd Worry The Kremlin" ... PAGE 8

Message For Veteran's Day

"We here highly resolve that these dead shall not have died in vain—that this nation, under God, shall have a new birth of freedom—and that government of the people, by the people, for the people, shall not perish from the earth."

ABRAHAM LINCOLN

November 19, 1863



THE AMERICAN SOLDIER, 1776-1956: Veteran's Day, formerly Armistice Day, honors him. Above: as he appeared in our country's wars. Left: tomb of the Unknown Soldier

November 11, 1956 **This Week** THE NATIONAL SUNDAY MAGAZINE

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485 Lexington Avenue, New York 17, N. Y.

WILLIAM I. NICHOLS, *Editor-in-Chief and Publisher*
STEWART BEACH, *Executive Editor*

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BAKED ALASKA PIE! HOMEMADE AND TENDER-CRUSTED—IT'S A GOLD MEDAL FLOWER!



Gold Medal makes a flower of a pie!

(Because Gold Medal itself is the "flower of the wheat.")

What a thrill to see a recipe flower into this "easy homemade"—this Baked Alaska Pie! And that thrill is yours with "Kitchen-tested" Gold Medal. For Gold Medal itself is the "flower" of the wheat—that's where the word "flour" first came from. Yes, the very finest part of the finest wheats only go into Gold Medal. This high quality is the same, sack after sack—so you can always *depend* on *all-purpose* Gold Medal to help you bake better. What a perfect invitation to enjoy the fun of real *homemade* baking!

Betty Crocker
OF GENERAL MILLS



THE
'Kitchen-tested'
FLOUR

BAKED ALASKA PIE

8" Baked Pie Shell
(Use your favorite
GOLD MEDAL recipe.)

3 cups strawberries, cut in half

1 pt. firm vanilla ice cream
2 egg whites
1/4 tsp. cream of tartar
1/4 cup sugar

Heat oven to 500° (very hot). Fill baked pie shell with 2 cups chilled strawberries. Spoon ice cream and rest of berries on top. Refrigerate pie in freezing compartment. For meringue, beat egg

whites and cream of tartar until frothy. Gradually beat in sugar. Beat until stiff and glossy. Spread over pie, covering entire surface. Bake 3 to 5 min., until delicate brown. Serve immediately.

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Bake it Better WITH Gold Medal



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And are you maybe not as smart about money matters as you could easily be? Here's a simple way of finding out. Check each answer YES or NO.

Does practically every cent of your income come from your job?

☐ YES
☐ NO

Yes? Oh my! You've let millions of people get ahead of you. They work at one business and get income from other businesses—because they've bought common stock on the New York Stock Exchange.

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☐ YES
☐ NO

Two out of three people who own common stock have incomes under \$7,500 a year. Many under \$5,000.

Are common stocks better than bonds?

☐ YES
☐ NO

However you answered you could be right. When you buy bonds the company owes you money and it promises to pay you interest. When you buy common stock you become part-owner of the company and if it prospers your dividends and the value of your stock can both increase.

Are you unaware of the four basic rules to observe in making common stock investments?

☐ YES
☐ NO

Here they are: 1. Be sure you've provided for family emergencies. 2. Remember there are risks as well as rewards. 3. Always get the facts about the company. 4. Get good advice from any Member Firm of the New York Stock Exchange.

Is your first visit to a Member Firm of the New York Stock Exchange still ahead of you?

☐ YES
☐ NO

Yes? A pleasant experience awaits you. Any broker there will be glad to give you facts and advice on the kind of securities best for you. His job is to help you buy or

sell (the Exchange itself does not buy or sell or set prices).

Have you missed our wonderful free booklet "Dividends Over the Years"?

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☐ NO

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Please send me, free, "DIVIDENDS OVER THE YEARS—a basic guide for common stock investment."

S-11

NAME _____

ADDRESS _____

BROKER, IF ANY _____

This Week

MAGAZINE

For A Better America

NOVEMBER 11, 1956

Sidelines

YLLA'S WILD WORLD. The remarkable pictures on the cover and Pages 14 and 15 were taken by the late Ylla (right), considered one of the world's foremost wild animal photographers.

With Ylla is little Japu, star of our picture story and the book, "The Little Elephant," published last month in this country and in England.



NEXT WEEK, Dr. Frank C. Baxter (left) discusses an explosive problem and comes up with an explosive solution in "The Real School Crisis: Bright Vs. Backward Children." Dr. Baxter, professor of English literature and a leading TV star, will be remembered by many of our readers as the author of the first article in last year's "Wake Up And Read!" series.

This Week:

COVER: by Ylla

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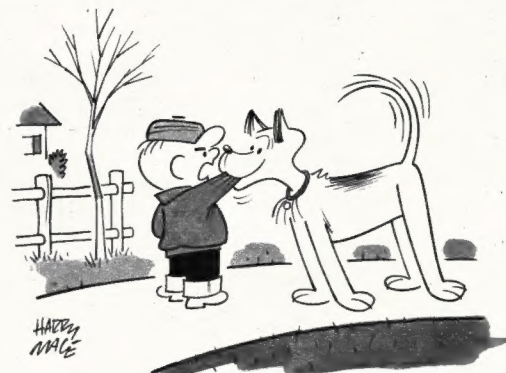
Also

Next Week:

"Lady, Your Figure's Better Than You Think," by Dr. Sidney M. Jourard; "Cold-Weather Car Tricks" by William Laas; two fiction stories and many other features.

Names and descriptions of all characters in fiction stories and semi-fiction articles in this magazine are wholly imaginary. Any name which happens to be the same as that of any person, living or dead, is entirely coincidental. The title "This Week" is registered in the U.S. Patent Office. ©1956 United Newspapers Magazine Corporation

Fun Spot



"Let go! That's my peanut butter sandwich!"



Happy Surprise!

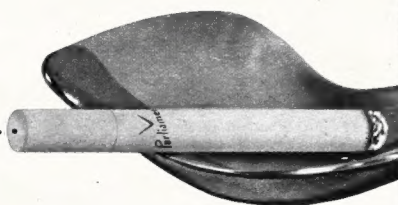
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CUSTER STATE PARK in the Black Hills of South Dakota, historically associated with the Sioux Indians. Fish-laden streams, game preserve, lodges and cabins, horseback riding, golf, swimming. Near Mt. Rushmore presidential sculptures. Bring your camera. Write: Director, Dept. of Game, Fish and Parks, Pierre, S. Dak. Photo by Ivan Dmitrii.

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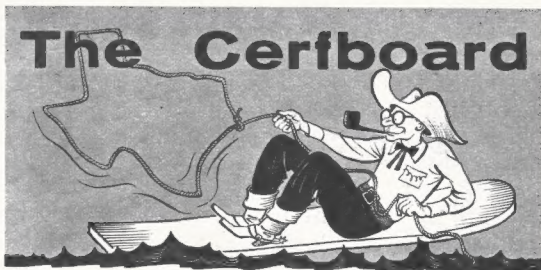
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The Cerfboard



Tall Ones From Texas



Bennett Cerf

First thing any visitor to San Antonio wants to see—especially a kid who has been goggle-eyed over the exploits of Davy Crockett—is the Alamo, “the

Shrine of Texas liberty.” He’s prepared to travel miles to see the old fort, and invariably is astonished to find it smack-dab in the middle of town. No chance of forgetting the Alamo when it stands here, bathed in sunlight, right outside your hotel window!

The Alamo was built about 1756 as the Mission San Antonio de Valero, but was transformed into a fort about 1793. Here, in 1836, Colonel William Travis and 187 Texan stalwarts made an inspired but futile stand against Mexico’s Santa Anna and an army of 1,500.

The Texans were massacred to a man, but General Sam Houston (who had opposed the stand as futile in the first place) used the cry “Remember the Alamo” as a rallying call to such good purpose that he turned the tables on Santa Anna less than two months later in the decisive battle of San Jacinto.

For years the wrecked Alamo lay neglected. In one dreary span it even was used to store beer barrels. Now, however, it has been restored to a semblance of its former glory, and is one of America’s greatest shrines. John Gunther avers, in fact, that Texas, without consent of Congress, might have split itself into five ordinary-sized states long ago—except that nobody could decide which of

the new Texas states would get the Alamo!

When I met Maury Maverick, Jr. and Ed Ray, of the “San Antonio Express,” in the Menger Hotel lobby, I was a bit reluctant to refer to current tall tales about Texas, but I was soon reminded of the fact that nobody enjoys these stories more than Texans themselves. There was one, for instance, about San Antonians being so big and strong they pitch horseshoes with the horses still in them. And another about the zillionaire whose check came back from the bank stamped “Insufficient funds.” He was relieved, however, to find the further notation, “Ours—not yours.”

Down along the Rio Grande, reports Lon Tinkle, of “The Dallas News,” the Texan girls mature early—and, of course, they’re all long-stemmed and ravishing. A rancher in those parts married one such beauty on her fifteenth birthday, but then admitted to his maw that he had a problem to face. “What do I do now?” he pondered gloomily. “Take her on a honeymoon, or send her to camp?”

The last straw. There’s a non-conformist in Dallas today, Editor Ted Dealey informed me, who is trying to cross a parakeet with a black panther. “In the unlikely event that this experiment turns out successfully,” queried Dealey, “what do you hope to prove by it?”

“Dunno,” admitted the innovator, “but I’ll tell you this: if it yells at me, I sure ain’t going to answer back!”

— BENNETT CERF



HORSESHOE PITCHING: In San Antonio they throw the horse, too

Fashion... a man's world, too



THE ARROW PAGE \$5.00

Is he leaving for the office or just returning? Neither the Arrow Page (foreground) nor Glen will tell. Both look fresh all day long. You see, both have soft collars with hidden stays. The Glen has the new Arrow link cuff (no-fold French type), while the Page has French cuffs. Both feature the famous “San-forized” label. Page, \$5.00; Glen, \$3.95; Arrow silk and rayon Tie, \$2.50. (Arrow Shirts are available in boys’ sizes, too.) Cluett, Peabody & Co., Inc.

ARROW — first in fashion



SCHEME NO. 1: Ambassador "accidentally" drops insidious letter in Kremlin, where it's instantly spotted

This Week
MAGAZINE

How

The master of movie and TV suspense turns his hand to psychological warfare. Here are his proposals — some serious, some not so serious — for needling the Soviet's biggest wheels

QUESTION: Writes reader Gary Greene, of Charlotte, N. C.: "How can we do a more imaginative job of psychological warfare with Russia? And what challenge lies open to us in this area? I will leave it to the editors to select someone to answer this question."

Pondering the possibilities involved in Mr. Greene's question, we couldn't help thinking of that master of his own brand of psychological warfare — Alfred Hitchcock, director of the CBS Sunday-night television show, "Alfred Hitchcock Presents."

ANSWER: As I see it, the editors of **THIS WEEK** are suggesting that I transfer my lurid and sinister activities from the theater, where I specialize in making audiences sit on the edges of their seats, to politics in order to unseat a whole government. It's a large order. And yet, there is a cosmic cloak-and-dagger impudence about its implications that warms the icicles of my heart.

I therefore enthusiastically accept the diplomatic assignment of sneaking gremlins into the Kremlin. I believe that a little spine-tingling movie technique could work wonders in psychological cold warfare. For it is obvious that those who live by terror, like those who live by the sword, are most likely to perish by their own weapon.

The Hitchcock Plan for undermining the Soviet leaders' faith in each other would utilize the only kind of germ warfare of which the U.S. is capable: planting the germs of truth by sowing the seeds of distrust.

To give the Kremlin the creeps, I would need a few trusty minions inside Russia. Here's how the scene would open:

SCHEME NO. 1 — The Diabolical Letter: It is dull, leaden, wintry dusk in the Russian capital. The grim Hammer & Sickle flag atop the Kremlin's battlements hangs limp and motionless as if frozen stiff. A U.S. State Department limousine pulls up through the iron gates. From it emerges the American Ambassador. He has come, ostensibly, for an official appointment with Dmitri Shepilov, Russia's foreign minister. He strides briskly down the corridors of the Kremlin, a posse of Red foreign-office underlings tagging at his heels.

The Ambassador seems not to notice that an envelope has "accidentally" slipped out of his briefcase onto the floor. But after the distinguished envoy has disappeared down the corridor, an eager-beaver flunkie returns to the spot, peers around furtively, and examines the contents of the envelope. What he

I've
Got A
Question

By ALFRED HITCHCOCK

I'd Worry The Kremlin

reads makes his heart pound furiously. It is a letter written in Russian on U.S. Embassy stationery. Obviously unintended for prying eyes, it is addressed to none other than Mr. Shepilov. It reads as follows:

"YOUR EXCELLENCY:

President Eisenhower has requested me to assure you and Mr. Khrushchev that your desire for utmost secrecy in the U-X-382 matter will be rigorously respected. Also, please inform Marshal Zhukov that, as per his request, a bank account has been opened at the Chase Manhattan Bank in his name.

The President suggests the second week in May as being the most auspicious from every aspect — especially the weather. Madame Trotsky has been advised. Will maintain contact."

— UNSIGNED

Now this letter could just as well have been dropped at the Bolshoi Theater, or along some side street. It would have ended in very short order in the hands of the Secret Police, or Khrushchev's rival-partner, Bulganin. The evidence would be damning and the urge for a purge overwhelming.

The above is not as silly as it sounds. Recently the following incident actually happened in Poland. An important American delegation was visiting.

They soon discovered that their hotel living-room was "bugged" — rigged with hidden microphones. Instead of shutting up like clams, they invented sabotage schemes, discussed non-existent secret weapons, and made blatant references to "friendly" Commissars. If the Reds insist on eavesdropping their visitors, why not give them something to hear and see?

Before ushering in the next episode in our diplomatic drama of suspense, I should like to offer a word of self-explanation. As my friends will tell you, I am, despite my fondness for midnight screams and skulduggery in the shadows, a most mild-mannered man with a strong distaste for violence. It is not murder that I wallow in, but rather its motives and its ultimate solution.

I make this declaration because I am on the point of enlisting the aid of the atomic bomb. I would recoil in absolute horror at the idea of exploding one; but I would not hesitate a moment to employ it psychologically to complete my emotional encirclement of Russia.

SCHEME NO. 2 — The Mystery Plane: For a long time, intelligence reports from behind the Iron Curtain have revealed that Russian leaders are afraid of their own air force. Why? Because a few airmen are in charge of delivering the atomic bomb. Targets in case of war are, of course, thousands of miles from the homeland. But who is to say that there aren't in the whole Red air force 10, five, three, even one disgruntled, ambitious flyer who might suddenly take it into his head to pulverize Moscow — or at least threaten to do so?

My plan requires the use for just half a day of one Russian bomber. Early on the appointed morning this craft drones over the capital. A few moments later, a phone jingles in the Kremlin. The voice on the other end of the line says:

"Tovaritch, the plane you hear over Moscow carries an atom bomb. We want everybody inside the Kremlin



DIRECTOR HITCHCOCK: Chill expert

to get into the buses now rolling into Red Square. If you don't believe we're serious you can take your chances and try shooting the plane down. You have five minutes to make your move."

Now it makes little difference that this plane doesn't even carry a vial of rat poison in its bomb bay. It is reasonable to suppose that this 10-cent telephone call would result in a transfer of power in the U.S.S.R.

SCHEME NO. 3 — Whirling Joe: Sometimes the scenario for making flesh creep along the Volga would take on certain slapstick-comedy overtones. For instance, my "Stalin Rotation Plan." For this I'd need an accomplice. He must be the janitor, caretaker, or, at least, someone on the staff of Lenin's Mausoleum, where the embalmed bodies of Lenin and Stalin lie on permanent exhibition. This janitor and I will drive the Politburo to the brink of insanity.

My accomplice would have a very simple assignment: every night, after everyone had gone home and not a creature was stirring in the mausoleum, he would turn Stalin's body slightly. Each single night's movement would be almost imperceptible. But slowly the gruesome truth would dawn on visitors filing past the sepulchre. Spine-tingling whispers would sweep the country. Measurements would have to be taken; "Pravda," the official newspaper, would have to take cognizance of the hair-raising facts of after-life: Stalin is angrily turning over in his grave. The master of Russia's fate for two decades grows even in death at his blasphemers.

I say that by the time Whirling Joe had turned over on one side, the Politburo would be gibbering — brought to bay by a janitor and a corpse. This might appear a huge joke in the U.S. But in a land crisscrossed by intrigue, it would be grimly serious.

SCHEME NO. 4 — Vanity Fair: I'd release a whole Pandora's Box full of pesky annoyances to unsettle the distaff side. First I would set up powerful radio stations in nearby lands. All day long they would hammer away at telling Russian women how to keep their hands soft, their teeth a-glisten, their breath pure, their hair fluffy, their skin dewy, their eyebrows plucked, their

cheeks rouged, their waistlines waspish, and their fingernails lacquered. Being feminine, the Russian women would awaken to instincts which Marxism has tried to bury. They would besiege their shops, angrily demanding eyelash curlers. Finding none, they would have to call on the West for their salvation.

SCHEME NO. 5 — Murder by Music: Should all this needing fail, I would then unleash the worst of all possible ordeals. I would hire a Russian dirigible to sail over Moscow all night blasting out records of Elvis Presley. If by morning the people of the capital had not gone completely mad — and the white flag of surrender had not replaced the Hammer & Sickle over the Kremlin — then the Reds have a strength that defies understanding and deserve to be let alone.

So there you have a few notions, some of which, I admit, are facetious. But I am also making a very serious point: the Russian leaders see ghosts; they perpetually see enemies within their gates. The goal of my campaign of suspense would be to make the despots drive each other out of the Kremlin. Then we could prove to the people of Russia that, from us, they never had, and never will have, anything to fear but fear itself.

NEXT QUESTION: Many schools today have a "no-flunk" rule, making it easy for slow learners to keep up. But is this good? TV's Frank Baxter gives a provocative answer: "Bright Vs. Backward Children."



SCHEME NO. 2: A Russian plane drones over Moscow. And then a phone in the Kremlin rings

By LESTER
and IRENE DAVID

Is Your Husband Still Romantic?

Before a wife complains, she should
read this article and go
over its revealing check
list with her husband *



Maxwell Coplan

IMAGE OF ROMANCE: She wishes it would stay just like that. But he thinks the picture's outdated

When the original bloom wears off marriage, most wives with an eye on the fallen petals rather than the enduring roots, are apt to snort, "Romance is dead!"

Is it? Wives, do you know what you're talking about? We don't think so — and we have dozens of marriage-counseling experts all over the country to back us up.

Our interviews indicated that wives become so blinded by the trappings of romance during the courtship and honeymoon that true romantic love is lost on them.

We found also, that women cling tenaciously to their timeworn notion of what love should be and they even cite "proof." Typical was this rueful observation from a pretty brunette in a Baltimore suburb:

"The first year or two of our marriage," she said, "my husband telephoned three times a day to tell me he loved me. We have been married seven years and he still calls often. Now he wants to know if there are any messages."

In Trenton, N. J., a mother of four pointed to a massive chair facing a TV set. "That's where great big

father bear sits every night," she told us. "I shouldn't complain, though. He still calls me sweetheart once in a while. Like in 'Sweetheart, how about fixing me a cup of coffee?' Or 'Sweetheart, while you're up would you mind switching the channel?'"

A Serious Issue

Other statements were a lot less good-humored but all added up to the same thing, to wit: Wives see changes from courtship days and they don't much like what they see. They still have a picture in their mind of an ardent, flower-bearing, poem-writing young swain and they wish he'd come back. Husbands, on the other hand, think marriage is different from courtship and why not?

The issue involved is by no means trivial. It has made many women dismally unhappy and even caused the collapse of countless marriages. In Cleveland, Mrs. Byron E. Jackson, director of the Maternal Health

Association's consultation service, says, "Our counselors agree that a great many wives are unhappy because 'romance' has gone out of their marriages."

Mrs. Alice S. Adler, family-life consultant of the Family Service Association of America, agreed. She told us: "Near the top of the list of anxieties which wives express when they bring their troubles to our agencies is this: 'Our marriage has lost its romance!'"

What they fail to understand is the difference between romantic love and married love. As the years pass the former slowly deepens into the latter, but in the process some of the more spectacular trappings are discarded. Tenderness and affection remain, of course, but the intense rapture has to simmer down.

Many women, however, mistake this simmering down for loss or lessening of love. Actually, marriage experts warn, words, gestures and gifts are unreliable barometers of a man's real feelings toward his wife.

How many misbehav- — Continued on page 12

**I'm late—
but dinner won't be!**

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And look what a well-balanced meal it is! Generous slices of savory Swanson Beef done to a turn—new potatoes in rich beef gravy—golden corn sauteed in butter—fresh green peas. Keep some of these Dinners handy in your refrigerator at all times—some day soon you'll be glad you did.

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IS YOUR HUSBAND STILL ROMANTIC?

Continued from page 10



Wives' Check List

ing husbands have stopped off at the florist's or the jeweler's, depending on the seriousness of the escapade, and brought home something to "square things with the wife"?

A man reveals his devotion and affection by a variety of deeds and attitudes, some so simple and everyday-ish that they are glossed over by the majority of wives. So here is a new kind of gauge for married women. A husband is "romantic" in the very best sense if:

1. He is a good, regular provider, whose first thought is the welfare of his wife and kids. If he covers himself with insurance so that his family will be cared for in any eventuality. If he tries to earn more money in his spare time to buy more comforts for those at home.
2. If he gives up weekends to build a broom closet in the kitchen after watching his wife trudge wearily up and down the cellar steps for her cleaning equipment. For "broom closet," you can substitute laundry shelves, attic storage room, anything to make his wife's chores easier.
3. If he takes the children out for a day or afternoon, so his wife can have a bit of free time.
4. If he pitches into the dish-washing, baby-changing and cleaning jobs without beefing.
5. If he calls up on leaving the shop or office and asks if there's something she needs for the house which he can pick up on the way home. Which is to say, if he shows in small ways that he is a considerate, thoughtful individual.

So, wives, look back at the list. If you can honestly say that your husband passes No. 1, a

really key quality, and gets a check mark on at least two others, stop fretting because he doesn't murmur "I love you" every hour on the hour.

Now here the marriage experts offer some sound advice for both partners.

WIVES: If you expect the starry-eyed, hearts-and-flowers romancing of courtship to continue into marriage, you had better grow up and fast.

Declares Mrs. Adler: "The sugar-coated romance that many disillusioned women continue to look for long after the wedding is seldom an element in the successful, lasting marriages."

HUSBANDS: None of the foregoing implies that you can or should forget about words of affection and acts of tenderness.

Dr. Abraham Stone, director of the Marriage Consultation Center of Community Church of New York, points out that an attitude of aloofness is totally wrong. The silent type who burrows into the newspaper, who never tells his wife he loves her and who precedes her regally through a door is not endearing himself to his mate.

A woman, Dr. Stone says, wants to be reassured that she is wanted and cherished just for herself. She wants to be told she is still something very special as a woman.

When you get right down to cases, the solution lies in understanding two basic truths:

1. Married love is deeper and more durable than the courtship variety.
2. There's nothing wrong with a little romance—even if you're married.

—The End

Major Fanfare

By TOM HENDERSON



"8:26... all right, Nutley, that will be all!"

No. 1 Man in Toyland

He's shared more dreams
and returned more hugs
and been braver in the dark than any
toy in the whole world

Rinso Blue

makes it easy for you to
put him in your child's
arms this Christmas

In a store he'd cost **\$4⁰⁰**

Now he's yours for only
one Rinso Blue box top
and

\$2⁰⁰

This is the kind of man Teddy is: He's 17 inches tall, and every inch of him is cuddly soft. His skin is nice, thick plush. He's flame-resistant and strongly stitched to take plenty of hugging and tugging. His flirty black eyes and shiny nose are locked in so even the busiest little fingers can't pry them out.

Pick up a box or two of Rinso Blue today. It's the modern detergent that reaches in and pulls dirt out of a wash. Clothes come out completely clean... look brighter, too, because Rinso Blue blues as it washes. Remember to clip and send in those Rinso Blue box tops. This Christmas, give every child you know a Teddy to love.

the modern detergent



Here's all you do: Just write your name and address on this coupon, and tell us how many Teddy Bears you want. Be sure to enclose one Rinso Blue box top and \$2.00 (cash, check, or money order) for each Teddy.

TEDDY BEAR, P.O. Box 1523, New York 46, New York.

Please send me _____ Teddy Bears.

My name is _____

I live at _____

This offer good only until January 31, 1957. Not valid wherever offers of this kind are prohibited, restricted, licensed or taxed. Offer limited to Continental United States and its territories.



Yllo Photos

FIRST STEPS: When Japu was very little his mother had to help him walk even as far as the water hole

Little Japu's Big Day

A baby elephant's adventures make a



TWEAK on the nose helps keep him awake



JAPU'S got spirit — he pays Mother back



MAKE-UP. Japu gets ready for the parade

captivating last story for Ylla's animal camera

By NIMROD JONES

Japu is a little mite of scarcely 500 pounds who is growing up in the Maharajah's private elephant jungle. Japu's fondest dream is to march in the great festival procession held in the palace grounds, but who ever heard of such a very small elephant gaining such a great honor!

How little Japu finally realized his dream is told in a charming picture book recently published in England and America.

It is called "The Little Elephant," and the photos were taken by Ylla, the famous animal photographer whose work has so often appeared in *THIS WEEK* Magazine. Our readers will remember that Miss Ylla met a tragic death in an auto accident in India. The pictures shown on these pages were among her last, and are perhaps the most winning of all.

The story, incidentally, is a true one, to the extent that the final pictures were taken at the world-famous elephant festival at Mysore, where Japu really did play a star role, to the delight of crowds of spectators.

Of course, we cannot vouch for little Japu's private thoughts — but we think most readers will be happy to believe every word.



BIG THRILL: The Maharajah decrees that Japu shall lead the procession



SWIMMING is fun — especially if you can blow water in Ma's ear



AND SO TO BED: Even with elephants, busiest days bring happiest dreams



From Appearance to Zest

Newest Buick Yet

LONG BEFORE these graceful new Buicks were delivered to our showroom, rumor had it there were changes aplenty coming for 1957.

And from the verdict of the crowds flocking in, the rumor has proved solid fact—"It's the newest Buick yet."

It's the newest in looks—as you can see in every gleaming inch of its low sweep silhouette.

And it's absolutely the newest in nimble going and zesty response—as you'll learn the second you touch the pedal.

For here's a brand-new pace of performance with a new advanced Variable Pitch Dynaflo.† Performance so smooth, so quick, so obedient in "Drive" position that your need for "Low" is all but eliminated.

And you can still switch the pitch for all-out acceleration when the need demands.

But our Buick engineers didn't stop with putting brand-new thrills in Dynaflo. Not by a jugful. They came up with a long list of sparkling advances to make driving a delight for traveling moderns. And you'll discover each for yourself behind the wheel...

—A brand-new V8 engine more compact on the outside to nestle beneath Buick's low hood, yet bigger on the inside to produce the highest horse-

power and compression ratios in Buick annals.

—A brand-new chassis that lowers the 1957 Buick's over-all height—gives better roadability with a new low center of gravity—"nests" your ride to a new and safer stability—yet provides more interior roominess.

—A brand-new ball-joint suspension that makes handling more responsive, "cornering" steadier—and brings you a new leveled braking that keeps the whole car on the level, even on sudden stops.

So it's the gospel truth and nothing but when we say Buick for 1957 is new from A to Z—from road to rooftop—from curbside to full motion.

As your Buick dealer we cordially invite you to sample this newest excitement on wheels as soon as you possibly can. This week would be fine.

†New Advanced Variable Pitch Dynaflo is the only Dynaflo Buick builds today. It is standard on Roadmaster, Super and Century—optional at modest extra cost on the Special.

*Power Steering standard on Roadmaster and Super, optional on other Series. Power Brakes optional all Series. Safety-Minder standard on Roadmaster, optional other Series.

When better automobiles are built Buick will build them

Only in BUICK

So much that's NEW:

NEW Variable Pitch Dynaflo provides instant response even before you switch the pitch.

NEW 364-Cubic-Inch V8 Engine delivers 300 horsepower, 400 foot-pounds of torque—at 10 to 1 compression.

NEW Low-Sweep Styling—with body silhouette lowered up to 3.4 inches, yet with full headroom and legroom.

NEW Slanted Panoramic Windshield is higher and wider, has 200 square inches more glass area, increases visibility from all seats.

NEW Wide-Frame Chassis with browner, quieter rear axle—provides deep-set cradling of car body for extra rigidity and ruggedness, gives '57 Buick new low center of gravity for safer, surer roadability.

NEW Levelized Ball-Joint Front Suspension practically eliminates dip effect of braking on sudden stops, assures easier handling, tracking, cornering on turns.

NEW Nested Ride—from drop-center torque tube, oil-coil springing, wide-rim wheels, deep-oil shock absorbers—gives brand-new buoyancy and levelness, more stability.

NEW All-Round Safety—from new padded instrument panel, new dip-center steering wheel, new high-powered, wider-sweep windshield wipers, interlocking door latches, advanced new Safety Steering,* improved Power Brakes,* the structural solidity of Buick brawn, hefty roadweight.

—Plus 137 other sparkling new features

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TUNE IN THE TENNESSEE ERNIE FORD SHOW
MON THRU FRI, 7:30-3:00 P.M. E.S.T.
NBC-TV NETWORK

Tennessee Ernie Ford

SAYS:



**"DON'T BUY JUST ANY
MARGARINE—**

**Everything's Better with
Blue Bonnet on it"**

Better For Flavor!

Better For Nutrition!

Better For Food Energy!



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STANDARD BRANDS INC.

**AMERICAN
CANCER SOCIETY**

••CAMELS HAIR BRUSHES!••

20 for \$1.00

SURPLUS

Imagine! Never used Camel Hair Brushes that cost many, many times this low price. You actually buy these brushes at less than the cost to manufacture. For use in the home, office, shop or store. For touch-up, setting, drawing, lens cleaner, typewriter cleaner, cleaning precision instruments, guns, tools, sporting equipment and hundreds of other uses. Money back if not satisfied. Assorted sizes. 20 brushes \$1.00. 42 brushes, \$2.00. Supply limited. (Add 10c P.P.)
MATTHEW DAY CO., INC.
••••• Dept. 3268H, Dumont, New Jersey •••••

HONKY TONK RECORDS!

**26 Hits
Only 12¢**

**NEW CRAZE! GUARANTEED
TO MAKE ANY PARTY!**

It's sweeping this country! Authentic Honky Tonk Piano played by America's No. 1 Honky Tonk Extra-Man, "Knuckles" O'Toole and his orchestra. Hear real up-tempo, honky, honky, fast-tapping, mile-a-minute piano music of the Old Time. These records make any party a ruckus! Singing, dancing, singing! 26 hit tunes in all, including Crazy Otto Rag. Complete on 5 78 or 45 rpm extra-grooved records or use 33 1/3 rpm record. Only \$2.98 complete shipped return mail C.O.D. plus postage and handling. Or, save postage. Send cash, check or Money Order. Records shipped postpaid. Money back guarantee. Wash letter or postal today. White House Co., Dept. 3017, 8 Kingsland Ave., Harrison, N.J.

A DOCTOR WARNS...



Don't Be A Hero!

By WILLIAM W. BOLTON, M.D.
Associate Director of Health Education, A.M.A.

**Ignoring danger signs,
says this expert, is foolish courage**

George was a great believer in the saying "Let George do it" — he took on every job in sight. His zeal — possibly fired by a consuming ego — was the envy and amazement of everyone. So when George began having disturbing pains around the lower end of his breastbone, he wasn't going to let the self-diagnosed "indigestion" cramp his style. Even when it became difficult to blame the pains on a meal, he still felt sure he could lick it. More drive, more energy — that's all he needed.

Eventually George had the serious heart attack that his body had been trying to warn him against.

He was lucky, for the attack was not fatal. Now, under helpful medical guidance, George has learned to adjust his activities to a pace that means he probably will attain his normal life expectancy. A bit to his surprise, his friends don't consider him a coward or a washed-up derelict. In fact, they admire him even more for his matter-of-fact acceptance of the situation and the quick adjustment he has made to it.

The Sergeant's Collapse

Then there was the army sergeant, not exactly an old-timer but still with quite a few service stripes on his sleeve. In the training center, the detail he headed went over the obstacle course as part of preparation for shipment overseas. Naturally, the sergeant came back bushed and puffing. But as he collapsed into a chair, he noticed sly smiles and winks. Angry with his men and himself, and determined to show them he was still their "hero," he jumped up and announced that no obstacle course could get him down.

He went out and repeated the grueling performance — almost. When he was about three-quarters of the way through it, he collapsed and died.

There was a mother of four, kept as busy as any mother is in such a situation. Her health seemed good, but gradually she developed marked tiredness. She said nothing about it, for how could her family get along without her daily services? Then she began having fleeting attacks of lightheadedness. Often she had to drop everything and sit down to avoid fainting.

Fortunately, despite her self-imposed martyrdom, her husband was observant enough to suspect something. A visit to the family physician quickly revealed the presence of rather severe secondary anemia caused by a minor infection. It was not the malignancy or strange glandular disorder about which she had been brooding. It was readily corrected by medication and better attention to a balanced food intake.

Much of our "heroism" in ignoring symptoms is as pointless as that mother's. Often we are fleeing from something that will dissolve like mist before the sun if we face it. And when the symptoms do indicate a serious disease, it's obvious that the "hero" who risks his life by ignoring them will eventually be a dead coward who was afraid to face up to his health problem.



Authorized

NEXT WEEK: Are you fit to drive your car? Before you answer "Yes!" read a medical expert's warning.



BUY

**BRAZIL NUTS
NOW**



SAYS
KERNEL NUT
OF BRAZIL



**Brazil Nut
Fruit Cake**

Add chopped
Brazil Nuts to
your Holiday

Fruit Cake batter—decorate the outside with sliced Brazils. You'll say—and be told, too, "Best Fruit Cake I've ever eaten!"

FREE: big, 32-page Brazil Nut Recipe Book—packed with helpful ideas for dozens of delicacies, desserts and main dishes. Write: Brazil Nut Association, Dept. TW-11, 100 Hudson Street, New York 13, N.Y.



**Only
LEA & PERRINS
KNOWS THE SECRET**

Since 1835 Lea & Perrins' secret recipe has been imitated but never equalled.

Today this fine sauce is winning more friends than ever. Food lovers agree no other 'Worcestershire' gives meats, seafood, many other foods such unique zest and flavor.

To get the best, get the original...



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THE ORIGINAL
WORCESTERSHIRE SAUCE**

FREE! Recipe book, BUSHES WHEN LIKE
• 168 easy recipes
• 84 'good go-togethers'
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Write LEA & PERRINS, Inc.
241 West St., N.Y., Dept. W-11

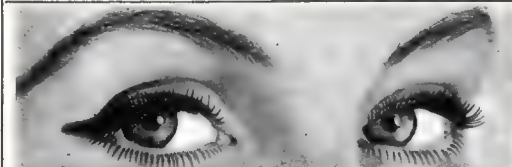
WANTED: eyes and ears

Because of its limitations, radar is not enough to safeguard this country from a sneak air attack. For complete vigilance, the eyes and ears of civilian volunteer plane spotters are needed in the Ground Observer Corps. Join today and help protect your nation and your community. Contact Civil Defense.



**JOIN THE
GROUND OBSERVER CORPS**

CALL OR WRITE CIVIL DEFENSE



**Helena Rubinstein's
Waterproof Mascara**



Only Helena Rubinstein has this incredible cream mascara. Won't smear, streak or run. Black. Brown. Blue for Blondes. Blue-Green for new subtle effects. 1.25. To prevent eye lines, use Eye Cream Special nightly. 1.25, 2.00. Prices plus tax.

new and softest ever

New Kotex with Wondersoft covering
—the most comfortable, most
absorbent napkin ever designed

Now Kotex has Wondersoft* covering... a new open-mesh covering that's incredibly light and gentle. Only new Kotex* napkins with this Wondersoft covering can give you softness you thought you'd never have; complete open-mesh absorption that never fails; and a perfect fit that can't ever pull out of shape.

Choose from three sizes: Regular, Junior, Super Kotex. Buy a new Kotex belt, too. It goes with new Kotex perfectly.



"... a world of difference"

*T. M. REG. U. S. PAT. OFF. KINDERLY-CLARE CORP.

Who's Got The Football?

By ROBERT H. SHOEMAKER

It's a mystery, once little

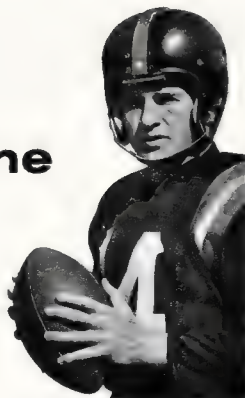
Eddie LeBaron goes to work

If you've been watching any football this fall, there probably have been times when you didn't know who was carrying the ball. Don't let it worry you — there's often as much confusion on the field as there is in the stands.

And it's especially true when you have a magician like Eddie LeBaron, T-formation quarterback for the Wash-

ington Redskins of the National Football League, in action.

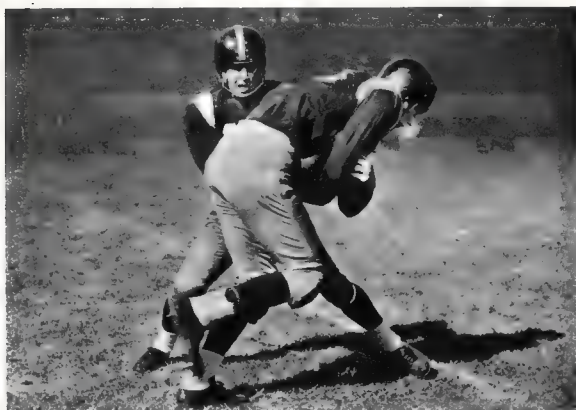
Eddie is one of the smallest (five-seven, 162 pounds) men in pro football. People who haven't seen him before are apt to think a junior-high-school kid has gotten mixed up with the giants. Yet this 26-year-old Korean war vet- — *Continued on next page*



Marvin E. Newman



1 — CLOSE-UP shows Eddie's slick technique. Here he's set to hand off



2 — HE SLAMS ball into halfback's arms. But who's got it? See next page

HEADACHE? COLD MISERIES? MUSCULAR ACHES?



Get faster pain relief with

Bufferin[®]

acts twice as fast
as aspirin!

Won't upset
your stomach!



A PRODUCT OF BRISTOL-MYERS

Here's why:



If you suffer from pain of arthritis or rheumatism, ask your physician about Bufferin

GUARANTEED NATURE FRESH



THE ONLY COCONUT IN A *Foil Package* FOR COMPLETE FLAVOR PROTECTION!

Durkee's new Snowflake Coconut is so thin and tender it almost melts in your mouth! And in Durkee's exclusive foil bag it's *nature-fresh* when you buy it . . . *nature-fresh* when you use it.

- Exclusive triple-ply foil bag!
- Package recloses tightly to protect unused portion, too!
- Guaranteed nature-fresh!

ALSO AVAILABLE
IN POPULAR
MOIST STYLE
IN CANS!



WHO'S GOT THE FOOTBALL?

Continued from preceding page



3 — PAY-OFF: Hiding ball on his hip, Eddie rolls out to pass

Magic In The Backfield

eran is one of the league's most valuable men. He makes up for his lack of size by agility and sleight-of-hand trickery.

There have been times when Eddie has momentarily put the ball in a back's hands and sent him through a hole in the line firmly believing he was picking up five yards, when actually Eddie has palmed the ball himself, rolled out to the side and thrown for a TD.

Officials, too, have been baffled by Eddie's legal chicanery. When he was at College of the Pacific it cost his team a touchdown. Eddie faked to a halfback who was promptly tackled, and the referee blew his whistle. Eddie, who had kept the ball himself, was in the clear, running goalward. The whistle having blown, play was over, Eddie's team mad, the official red-faced.

HAND-OFF—HOW EDDIE DOES IT



LeBARON gets ball from center, whirls and puts it in a half-back's arms. Then he snatches it back and (below) is about to "feed" the second back—but may still keep it himself!





SPECIAL **JOY** OFFER!
Get several for Gifts!

Walking Doll ^{only} 50¢ \$1.49 VALUE

8 inches tall!

She actually walks—her head moves, too!

SEND NOW
BEFORE JOY'S SPECIAL OFFER ENDS!

Here's a pert and perky doll that'll walk away with the heart of any little girl. Her head moves as she steps along. Her eyes open and close. She almost looks alive.

She's a full 8 inches tall, and pretty as a picture with her auburn curls, bright harlequin dress, white shoes. And she's yours for just 50¢ (an unbelievably low price for a genuine walking doll)! **Here's all you do** to get JOY'S Walking Doll: Buy any size can or bottle of new gentle Joy. Then send 50¢ and the top from the bottle carton—OR 50¢ and

a piece of paper on which you have copied the number from the bottom of the can. Use the handy order form below.

You can order as many dolls as you like. We'll even mail any dolls you order as gifts *direct* to your friends. But do it right away. This offer is for a limited time only.

Clip this order blank now!

Send for JOY'S Walking Doll right away. Offer is for limited time only!



WHY JOY MAKES THIS OFFER

Joy is making this offer so that you can see for yourself how it makes dishwashing—no, not fun—but *almost* nice. Takes the greasy *smell* and *look* and *feel* out of dishwater. Gets the job over quick. And it's milder than any other leading liquid—so gentle to your hands. Saves you money, too. Penny for penny Joy does more dishes than any other leading product. Try it.

Walking Doll, P.O. Box 45, Dept.G, New York 46, N. Y.

Gentlemen: Please send _____ Walking Dolls. For each one ordered, I enclose 50¢ and the top from the carton of either size bottle of Joy—OR 50¢ and a sheet of paper on which I have copied the number from the bottom of either size can of Joy. (If you want the gift dolls you order sent direct to your friends, attach a separate sheet of paper listing their names and addresses.)

Your Name _____

Address _____

City _____ Zone _____ State _____

Allow at least 3 weeks for delivery. Offer good only in continental U.S. (including Alaska) and Hawaii. This offer expires May 31, 1957.

Angel Skin

HAND LOTION

"keep-it-handy" Offer!

One for the KITCHEN!

Reach for Angel Skin every time you take your hands from dishwater. This new-formula lotion stops chapping—before it starts!



One for the BATHROOM!

Reach for Angel Skin... every time you step from the shower. Rich Angel Skin sinks in instantly. Softens skin all over.



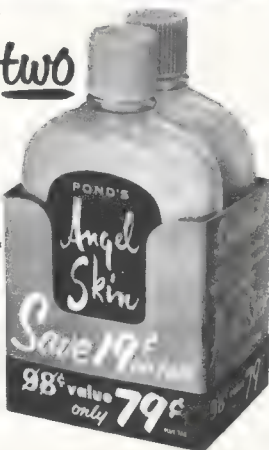
Save 19¢ on two

Regular 98¢ value
for a limited time

only 79¢
plus tax



Or—choose
Angel Skin
Hand Cream
... some miracle
formula as
the hand lotion!



'Night Cough' robbing your child of sleep?

World-famed herb medicine
relieves coughs of colds so child
breathes easy—sleeps easy.



When "Night Cough" robs your child of sleep get PERTUSSIN, the outstanding herb action relief. Loosens phlegm fast so that your child breathes easy—sleeps easy—naturally. Contains no habit forming codeine. Safe even for small children. Tastes good, too!

That's why so many doctors prescribe it for young and old. Commended by Parents' Magazine. Insist on PERTUSSIN.

PERTUSSIN®



LONG DRIVE AHEAD?



KEEP ALERT SAFELY WITH
NO DOZ AWAKENERS

On the road... On the way
Anytime!

NODŌZ
AWAKENERS

No prescription needed!



Movies

Three On A Cello

Here's a new musical trio.

Together, they sound terrible

When you see an idle cello, do you have an uncontrollable impulse to play on the darn thing? Of course you do. The impulse is universal.

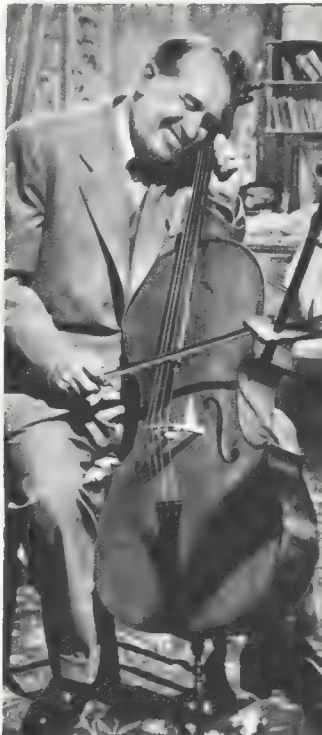
It overpowered Gary Cooper and Maurice Chevalier when they were filming "Love In The Afternoon" in Paris with Audrey Hepburn. The cello belonged, so to speak, to Audrey, who has the role of a lady cellist in the comedy film, and who worked weeks to learn fingering (she doesn't really play, of course). It was a difficult role — no lady has ever been able to look graceful playing a cello.

The major difficulty, however, was keeping Chevalier and Cooper — Gary is fascinated by all musical instruments, and plays none — from the prop. The result, snapped by a **THIS WEEK** photographer, is a study in techniques and personalities. — **LOUIS BERG**



Zinn Arthur Photos

VIRTUOSO: Audrey treats it seriously



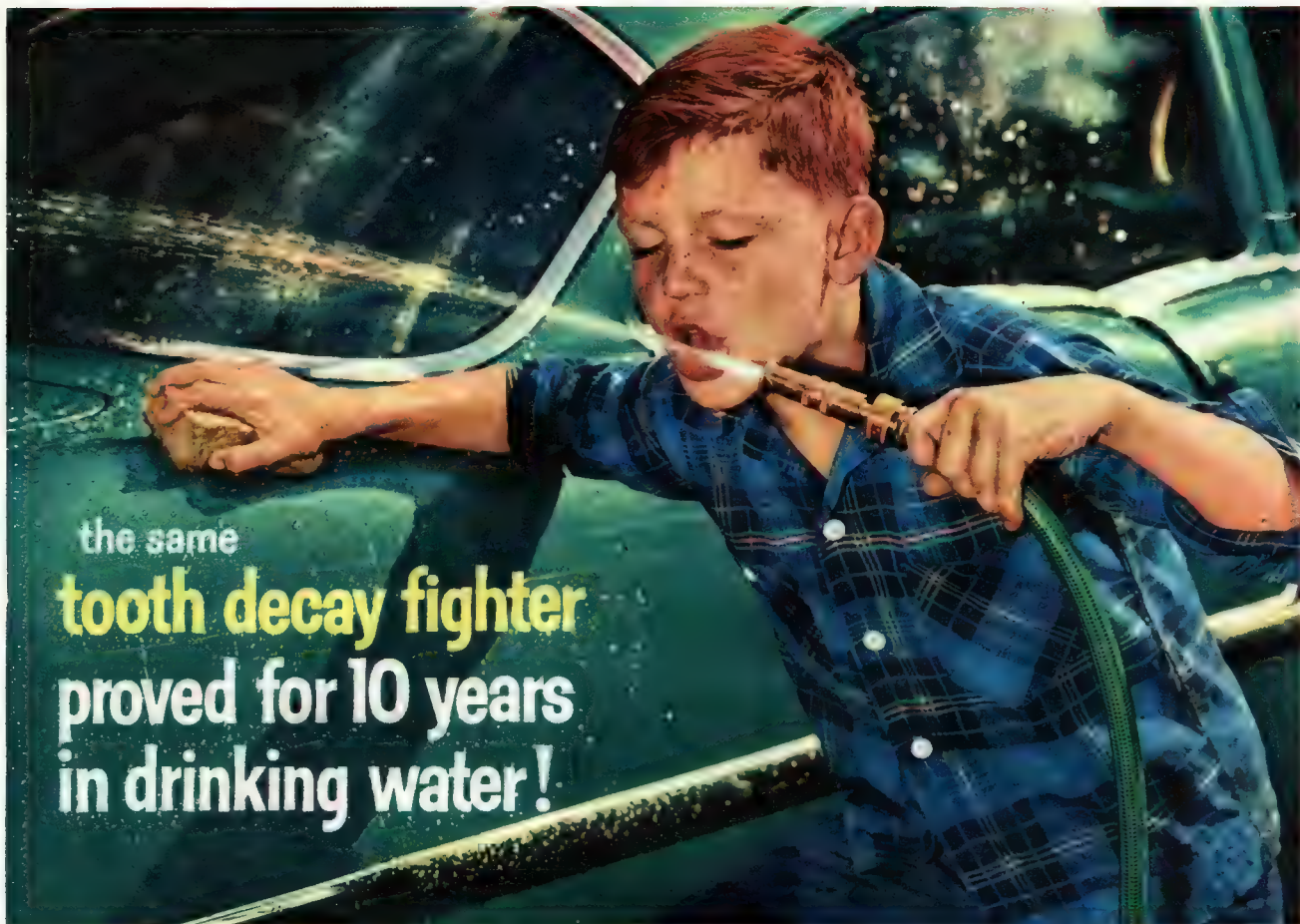
LIGHT-HEARTED: Chevalier caresses it



AW SHUCKS: Gary's ready for a hoe-down

Now... in its most effective toothpaste form

ONLY BRISK TOOTHPASTE gives you the same fluoride dentists use



Of the many fluorides, only Brisk's fluoride is so widely used and approved by medical, dental and public health authorities!

All fluorides in toothpaste are not alike

Of the many types of fluoride, Brisk's fluoride has again and again proved itself both safe and effective against tooth decay. It is the fluoride that is most widely used and approved by medical, dental and public health authorities. And only Brisk has it in its most effective toothpaste form.

Brisk makes teeth stronger

Brisk's fluoride has repeatedly proved its amazing ability to strengthen tooth enamel. Concentrates in weak or "soft" spots where decay usually starts. Actually combines with and becomes part of the tooth itself and thus defends against cavities as no other kind of decay-fighter ever could! Daily brushing with Brisk builds stronger, sounder, more decay-free teeth. Keeps breath fresh!



Made by COLGATE, world leader in toothpaste



Sounds terrific!

Pick out a console or portable . . . and turn the knob to "on."
With any new 1957 Columbia phonograph, you'll instantly be bathed in the most brilliant, exciting new sound you've ever had the joy of hearing. With matchless engineering, superb styling, these new Columbia instruments bring high fashion to high fidelity!

Model #528—Ultra high-fidelity automatic four-speed, three-speaker console, in mahogany, blonde mahogany or fruitwood. ("360" K2 series).

Model #522—Super-deluxe high-fidelity automatic four-speed, three-speaker portable, in dawn red and ivory white washable vinyl. ("360" K2 series).

Model #517—High-fidelity automatic four-speed portable with 6-inch PM speaker in washable grey tweed and black.

Model #516—Automatic four-speed portable with vented sound chamber, in sky blue and white (or charcoal and light grey).

Model #540—Automatic 45 rpm portable with vented sound chamber in washable charcoal and light grey (or sky blue and white).

Model #512—Four-speed portable in washable plastic, charcoal and light grey (or sky blue and white) with Ronette cartridge, aluminum feather-touch tone arm, vented sound chamber, front speaker.

COLUMBIA "360" K-2 PHONOGRAPHS



See these and other magnificent 1957 Columbia phonographs at your neighborhood Columbia store!

"Columbia," "360" Trade-marks Reg. U. S. Pat. Off. Marcus Registrars

Lady, Are

If you are, look out! A new booklet tells what to do if you get caught in such emotional problems

The cartoons on these pages give you a good sampling of a new mental-health booklet called "Needlepoints" which is about to be published for housewives.

We've all heard so much about the frenzied executive and harried office worker that we're apt to forget that the little woman at home has her own sources of strain. But her tensions can lead to serious mental disorders, and many doctors believe they contribute to physical disorders too—even heart disease.

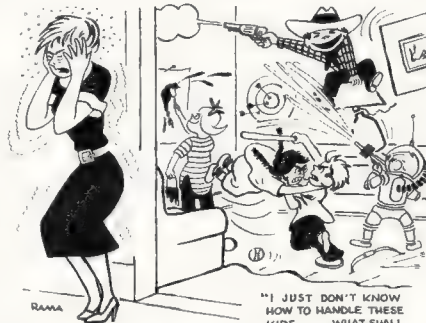
"Needlepoints" grew quite unexpectedly out of a previous pamphlet called "The Worry-Go-Round," which was designed to help businessmen understand their tensions. The insurance company that published it was pleasantly surprised at its booming success. Scores of America's leading corporations ordered copies for their harried executives, and a great many letters came in from wives, saying, in effect, "What about us?"

Danger For Housewife

So the company decided to put out a second pamphlet, and arranged for Dr. F. C. Redlich, of the Yale School of Medicine, to advise writer Ellis Gladwin in working it out. These are the same men who produced "The Worry-Go-Round."

"Needlepoints" explains a number of the most common home problems that can spell danger to a housewife, and gives general advice on how to combat them. The big point it hammers home is that you shouldn't underestimate your psychological troubles merely because you're home in a cozy house all day instead of battling in the business world. If tension seems to be mounting, if you're not eating and sleeping well, you may need psychiatric advice as much as any tense male.

(Copies of "Needlepoints" and "The Worry-Go-Round" may be obtained free by writing to The Connecticut Mutual Life Insurance Co., Hartford, Conn.)



RAINY-DAY JITTERS: A danger signal for the mother who thinks discipline "inhibits" children. She forgets that too much freedom can make most youngsters feel insecure—and can drive her mad!

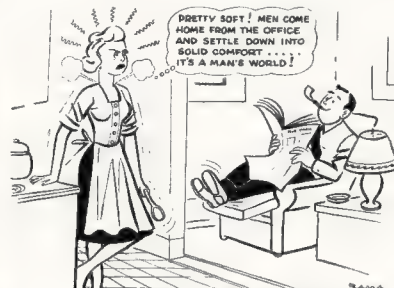
You In These Pictures?



MORNING MADNESS: Danger signal for women who can't seem to start the day off right. They forget that simply getting up 15 minutes earlier can change a nervous, unhealthy family life into a well-adjusted one.



"NOBODY NEEDS ME NOW": Danger signal for mothers who have lived solely for their children. They forget there are wonderful projects right in town that need their talents, loyalty, willingness to help.



"IT'S A MAN'S WORLD": Danger signal for wives who feel their life is dreary and menial. They forget that a person who can raise a family successfully is every bit as valuable as a business or professional man.

NOBODY GETS CLOTHES
AS DIRTY AS
"MOTHER'S LITTLE HELPERS"!



BUT **FAB** GETS CLOTHES
THE **WHITEST-WHITE**
AND **CLEANEST-CLEAN**
YOU'VE EVER SEEN!



Only new-formula **FAB** gives you

More Active Dirt-Remover!

Washes clothes really white, really clean!

FAB GETS THE DIRT OUT—REALLY OUT: leaves clothes really clean and white. In fact, no soap, no other detergent gives you so much active dirt-remover, plus two such fabulous whitening ingredients. To get the really clean, white wash you want — get Fab!

NO BLUING! NO BLEACHING!
(except for stubborn stains)

Fab is milder
to hands than
even leading
"floating" soaps!

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FIRST OF A TWO-PART STORY

Death On The Waterfront

Kirk had set and baited the trap. Now, crouched over a movie camera, he waited to make the shots that would convict an evil man

This was it, Kirk Halliday thought, feeling the tension mount inside him. The moment that would spell success or failure. The moment when the trap, so carefully set and baited, was ready to be sprung.

He crouched lower, narrowing his eyes against the afternoon glare of the street outside, feeling the perspiration trickle down his back. He shifted the camera slightly and adjusted the tripod, then checked the telephoto lens again. Everything would depend, ultimately, on a few feet of 16-millimeter film. He did not want any vibration, any blurring of focus to spoil it.

For the twentieth time in the last half hour he glanced at his wrist watch. Three fifty-seven. In exactly three minutes, now, the telephone would ring in the dingy house across the street. Gardella would answer it, would get the urgent message. He would not question its validity — why should he? He would come out of the house, fast. He would walk quickly — perhaps he would run

— to the car parked at the curb. He would not know that across the street the merciless eye of a camera was watching him, recording every move.

Even if Gardella looked directly at the window, Kirk knew, he would see nothing. Just a shade pulled down in a front room of another of Tampa's cheap boarding houses. A shade pulled *almost* down. And then . . .

Three fifty-eight. With a quick, nervous gesture, Kirk stubbed out his cigarette. He was a strongly built young man with steady gray eyes and sand-colored hair bleached lighter on top by the fierce Florida sun. An easy-going man, a man who liked people, a family man. This was a strange role that he found himself playing. But it was too late to back out of it now.

He glanced once behind him. Two nights he had spent in this shabby room, alone except for the cockroaches. Two nights and the better part of two days, posing as a vacuum cleaner salesman, familiarizing himself with Gardella's habits, watching him come and go, learning where he parked his car, stalking him as if he were an animal, not a man.

Three fifty-nine. Kirk felt an unfamiliar dryness in his mouth, a hollowness just beneath his belt buckle. This was not his cup of tea, really. He was a salesman, not a hunter. There was no exhilaration for him in tracking down a quarry. But he had made a bargain, a bargain with Jerry Gillem. He was determined to go through with it.

While the sweep-second hand of his watch swung inexorably around the dial, he relived the whole episode from its innocent beginning to its disastrous ending. Andy Solomon, who ran the hardware store in the little Gulf Coast town, had called him up and asked him to a stag poker party. He hadn't been particularly eager to go; he seldom played poker, and played it rather badly.

But Tay had encouraged him — lovely Tay, dark-haired Tay. Taylor Halliday, the woman he loved, his wife, the mother of their child. Tay had said, "Oh, go on, Kirk, it'll do you good to pretend you're a bachelor again." Then she had pulled his hair and added, "But just for one evening, my fine-feathered friend. And if you're not home by three a.m., I'll come after you with a rolling pin!"

So he had gone. He had gone, he had had a highball or two, he had enjoyed himself thoroughly — for a while. Then something had happened to his luck. It

"Pretend you're a bachelor again," Tay said, teasing



The camera ground on, its gentle whir blotting out the sound of stealthy footsteps

wasn't that he held poor cards: on the contrary, he held good ones. So good that he didn't see how he could lose. But every time the pot was large enough to matter, someone else was holding five cards that were just a shade better than his own.

It was just a friendly game, the stakes weren't excessively high. But by midnight, Kirk was nearly a hundred dollars in the hole. All the fun went out of it, then. Nobody was enjoying it, really. They extended the

By **ARTHUR GORDON**

Illustrated by Mac Conner



deadline, trying to give Kirk a chance to recover. On the final hand he was dealt three sixes, then drew a pair of aces. An ace-high full-house. He bet enough to recoup his losses — and then some. And Jerry Gillem, the insurance adjuster, laid down a hand with four sevens in it.

"Gosh, Kirk," he said, "I'm embarrassed. No fooling."

And Kirk had said, grimly, "It's my funeral, Jerry.

I'll have to write you a check." He had written the check, feeling sick inside.

There it went: the money he had saved for Tay's birthday present, the money to redecorate the baby's room, the money for the next payment on the car. There it went, money he hadn't got, really wouldn't have until his next commissions came in. It had never happened before, and, Kirk promised himself, it certainly would

never happen again. But it had happened this time.

Just as he was about to climb into his car, Jerry Gillem came up and stood beside him in the starlight. "Kirk," he said, "I'd like your permission to tear up this check. I don't need it. You do."

Kirk shook his head. A man had to pay his debts, whether it hurt or not.

And then Jerry said, with a sudden excitement in his voice, "I've got an idea, ——— *Continued on next page*



Continued from preceding page

Kirk Waits Tensely For Gardella

Kirk. How'd you like to earn it back?" "Earn it?"

"Sure! Look, Kirk, I've got a case I'm supposed to investigate over in Tampa. Looks like a routine thing, an open-and-shut case of fraud. Trouble is, I don't want to be in Tampa these next few days. I want to be in Miami. A girl I know in New York is coming down to Miami for a few days, and . . . Well, you know how it is. Now, if you'd pinch-hit for me in Tampa, nobody'd be the wiser. The fee I'd get is just about the equivalent of this check of yours. I'd just hand your own check back to you! How about it?"

Kirk said, "But I don't know anything about investigating insurance frauds."

"You wouldn't have to! I'd set the whole thing up for you before heading for Miami. As a salesman, your time is your own, isn't it? You could drive over and meet me in Tampa tomorrow."

Kirk had hesitated. It was . . . well, it was somewhat irregular. But it was not dishonest. And it was a way out. A way to retrieve this stupid mistake. He said,

slowly, "But I don't know what to tell Tay."

"Tell her you have some new prospects over in Tampa. Tell her you're going fishing for a few days at Boca Grande. Tell her any old thing. What difference does it make?"

The difference, Kirk thought, was that he had never lied to Tay, and didn't want to start now. But he didn't want to tell her about his poker losses, either. Abruptly he came to a decision. "All right, Jerry," he had said. "It's a deal."

In a church tower not far from the boarding house, a musty-throated bell chimed four times. Kirk felt his muscles tighten. Through the range-finder of the camera he could see every detail of the doorway opposite: the cracked and peeling paint, the vivid purple of the unkempt bougainvillea vine that trailed across the sagging porch. These roach-haunted houses were on the edge of Ybor City, the old Spanish section of Tampa. Here you heard staccato Cuban spoken more often than English. Here lived cigar-factory workers, dock

workers, sailors, drifters, all the human backwash of a seaport slum.

The door of the house opened suddenly. Kirk's tense finger increased its pressure; the camera whirled. But it was not Gardella. It was a small man in a shabby suit, a dirty Panama hat pulled down over his eyes. He came to the edge of the porch, raised his head, hesitated. For a half a second it seemed to Kirk that he was looking straight into the lens of the camera. He ducked his head again, but not before Kirk saw that he was some kind of Oriental. He walked quickly down to the street, looked left and right, then moved away.

Kirk drew his forearm across his forehead; it came away wet. So it was not Gardella. So all right. He had seen other people go in and out of the house: small, furtive men who looked like Cubans, a couple of the tawdry women not hard to find in a place like this. They were no concern of his; he was interested only in Gardella. Gardella was inside, he was sure of that. Gardella would be answering the phone, now. Gardella would accept the

bait, would fall into the trap. According to Jerry Gillem, the trick had worked successfully in the past; there was no reason why it should not work now.

When they met in Tampa as agreed, Jerry had shown Kirk the file on Gardella. All the details were in a single folder. Alonzo Gardella, proprietor of a paint shop in Ybor City, claimed to have been seriously injured by a taxicab late at night in front of one of Tampa's lesser hotels. He was bringing suit against the taxi company for twenty-five thousand, plus expenses. Only one witness: the hotel doorman, a type (Jerry said) who would swear to anything for fifty dollars — and a percentage of the ultimate take.

Oh, yes, the folder contained everything. Statement from the cab driver insisting that he had been proceeding slowly and carefully, that the complainant had walked into his fender, got himself knocked down. Letters

FORMER EDITOR of "Cosmopolitan," Arthur Gordon now devotes all his time to writing. He owns a house on Florida's west coast, where this hair-raising adventure takes place.



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from Gardella claiming serious injury to spine and backing it up with X-rays and medical testimony, herewith attached. Taxi company protected by liability insurance, naturally — that same insurance being issued by the company Jerry Gillem represented.

The insurance company had checked the national index of persons with a suspiciously high percentage of "accidents." Nothing there about anyone named Alonzo Gardella. Even so, with that amount of money involved, they had ordered Jerry to investigate. They would pay any legitimate claim, pay it gladly. But they had to be constantly on guard against fraud.

Jerry had already checked on Gardella, had found him to be a shadowy figure with no solid connections, no verifiable past. The paint store existed, but it was dingy, run-down — it might be a front for almost any kind of extra-legal activity.

As for the alleged injuries, Jerry and Kirk had called on the Tampa doctor who had signed the medical statement. They found him to be young, red-headed, aggressive, transparently honest, and completely on the side of the underdog, which was what he considered Gardella to be. "What are you trying to do?" he had demanded. "Keep the poor devil from collecting the compensation he deserves?"

"Just checking, doctor," Jerry had said easily. "We just want to be sure."

"Look, Mr. Gillem," the doctor said. "I saw the X-rays, and X-rays don't lie."

"He brought them with him, didn't he? I mean, you didn't take them yourself, did you?"

"Why, no. But they showed the injury plainly. They . . ."

"I'm sure they did," Jerry said dryly. "But what proof have you that the injured spine you saw in the X-rays really belongs to our friend Gardella?" He paused, watching the doctor's startled face. Then he said, "Doctor, in a town this size there's always at least one so-called lawyer who can supply you with 'proof' of just about any type of injury you care to name . . . in return for a share of the money you plan to collect. X-rays like that have fooled a lot of juries. I don't want 'em to fool one more."

"If what you say is true," the doctor said stiffly, "I'll withdraw my testimony. I'll . . ."

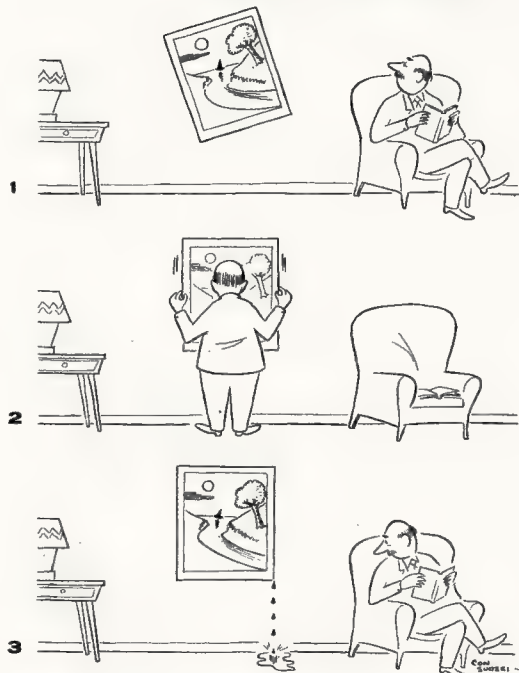
"All you have to do," Jerry said, "is tell me one thing. With the type of injury he claims to have, could Gardella do any heavy work? Any strenuous lifting, for example?"

"Certainly not! He'd be in constant pain. He could hobble around — maybe drive a car. But that's about all."

"Thanks, doctor," Jerry had said with a grin. "That's all we need to know."

The rest — Continued on next page

Leaky Water Color



- A. **10-Cup Coffee-Well.** Makes 3 different strengths of coffee at one brewing—mild, medium or strong! Heats cold coffee without re-cooking. Good buy at . . . 19.95
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Sir Lancelot Turns On



DEATH ON THE WATERFRONT — Continued from preceding page

The Truck Comes

had been easy. Following Jerry's instructions, Kirk had rented this room opposite the house where Gardella lived. The Cuban landlord, a surly, ferret-faced character, had claimed at first that his front rooms were occupied. A ten-dollar bill had taken care of that: the previous occupant was rapidly evicted. A little discreet checking showed that it was Gardella's habit to take a siesta during the heat of the day, leaving the paint shop in the care of an assistant. He always parked his car in front of the house. . .

That was the trick: to bait the trap with the victim's car. It was a device Jerry had used successfully in a recent case where his exposure of the fraud had won him a bonus. He described it graphically to Kirk: an ice pick driven through a front tire, an urgent phone call reporting a faked emergency, then movies taken from concealment — movies showing a man who claimed to have lost the use of his right arm hastily and efficiently changing the tire, with both hands! When Jerry showed those movies in court, the case against his company collapsed.

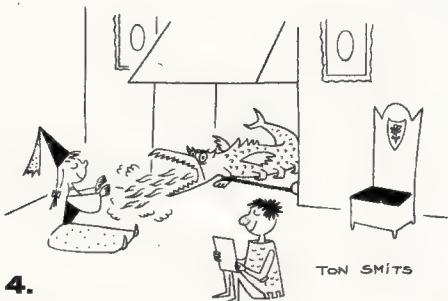
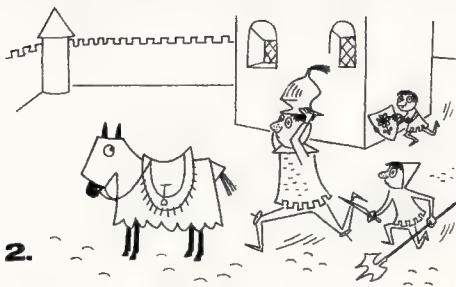
"You're on your own, now, boy," he said to Kirk. "You've got my camera — you know what to do with it. I'll spend two nights in Miami; then I'll check back here. If you get what we need sooner, just go on home. Good luck — and good hunting!"

And Kirk had said, wryly, "The same to you. . ."

After Jerry's departure, he had decided not to rely on the flat tire trick. For one thing, he shrank from inflicting damage on another person's property — even if the person were a crook. For another, here in the grimy heart of the city, it would be too easy for Gardella to call a taxi, or even decide to walk. So Kirk had dreamed up a variation, enlisting the aid of a friend of his: Jim Burroughs, who worked for a local construction company. He had impressed on Jim the necessity for secrecy and split-second timing. At three-fifty, one of Jim's trucks was to roll slowly down the street. As it passed Gardella's car, three or four

The Heat

By TON SMITS



Through, Dead On Schedule

heavy concrete building blocks were to fall as if by accident so that the parked car was hemmed in by them. Each of those blocks weighed sixty or seventy pounds: an able-bodied man could move them easily. But not a man with an injured spine.

At four o'clock exactly, Jim was to call Gardella. "Tell him there's been a hold-up at his paint shop," Kirk had said. "Tell him his clerk has been shot, that he's needed right away. And then hang up. I'll do the rest — with the camera."

At three-fifty the truck had come through, dead on schedule. At three-fifty-one it was gone, leaving Gardella's car neatly blocked. By now the phone call should have been completed.

Across the street, suddenly, the door swung open. A man came out quickly onto the porch, into the hot, white sunshine. There was no mistaking that bulky body, that moon face, that sparse black hair. Kirk's finger tightened; the whir of the camera filled the room. A low, steady growl — not loud. But loud enough to drown out any other small sound.

No thought of interference crossed Kirk's mind. The whole of his consciousness was fixed on keeping Gardella centered in the range-finder as he came quickly down the steps, as he opened the car door, as he hesitated, seeing the concrete blocks.

For perhaps two seconds Gardella stood there, motionless. Then he closed the car door and moved toward the nearest obstruction. Kirk kept the camera trained on him. Ten more feet of film and he would have all the evidence Jerry needed to expose another fraud. Eight more feet. Six . . .

Kirk heard no warning sound. He did not feel the blow. It was as if an inky blackness suddenly appeared at the four corners of the rectangle made by the range-finder, spread instantly to the center, then filled the whole room. The camera was snatched from him, but he did not know it. He fell forward against the window sill, unconscious.

— To be concluded next week



can work wonders—
with your imagination
and **Diamond Walnuts**



Walnut Ribbon Angel Cake

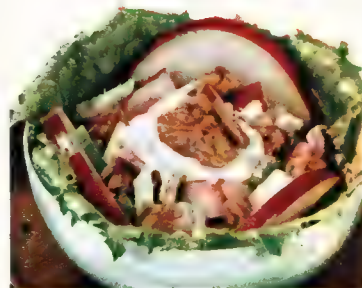
$\frac{3}{4}$ cup finely chopped Diamond Walnuts 1 pkg. angel cake mix 1 tbsp. breakfast cocoa

Set oven at 375°. While it heats, spread chopped walnuts in shallow pan and toast 8-10 minutes, till golden brown, stirring once or twice. Cool. Mix cake as pkg. directs; fold in toasted *Diamond* Walnuts. Pour $\frac{1}{4}$ batter into small bowl; fold in cocoa. Spread half of the white batter evenly in angel cake pan; cover with cocoa batter; add remaining batter. Bake and cool as package directs.

Topping: In saucepan, mix $\frac{1}{2}$ cup sugar, 2 tbsps. breakfast cocoa, 2 tbsps. water, add 1 tbsp. butter. Cook, stirring, to a boil; remove from heat. Add $\frac{1}{2}$ tsp. vanilla. Cool to lukewarm. Spread on top of cake and let drizzle down sides. Crown with a golden halo of plump *Diamond* Walnut halves.

Your cakes have more of you in them when you give them new glamour, flavor, texture and food value with walnuts! Best idea for cookies, candies, desserts and hot breads—just add walnuts.

Walnuts Work Wonders In Salads, Too!



Turkey Salad A La Waldorf: Cut thin slices from 3 or 4 unpeeled apples for garnish (allow 3 slices per serving). Cube remaining apples; mix with 1 cup chopped cooked turkey (or chicken, ham or veal), $\frac{1}{2}$ cups thinly-sliced celery and $\frac{1}{2}$ cup chopped *Diamond* Walnuts. Add salt to taste; mix with mayonnaise. Spoon into lettuce cups. Garnish with apple slices, mayonnaise and festive *Diamond* Walnut halves. Serves 6.



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In-the-shell—get *Diamond* Walnuts in cellophane bags (red for Large size, blue for Medium). They're California's finest—plump, tender kernels every time. Perfect for your nut bowl—it's fun to crack these thin-shelled nuts. Thrifty, too—you get over two full cups of usable kernels from every pound of *Diamonds*.

Shelled—for year-round use, get 8- or 4-ounce cans of *Diamond* halves and pieces. Vacuum-packed so you get them as fresh and sweet as the day they were shelled. Can recloses tightly, protects crispness and flavor. Wonderfully convenient—surprisingly economical. Check the cost per ounce yourself.

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Dan Wynn

PARTY SEASON: An organdy skirt flecked with color or slim velveteen pants

Red, White And You

The biggest holiday hue this year is the brightest

You'll be seeing red — plenty of it. The season to be jolly is coming close and we predict that the jolliest color of all — bright red — will be a standout at all the holiday shindigs this year. Often it will show up alone, but usually it will be combined with white for a clean, fresh look.

Here are two young outfits by Joseph Fligelman in red and white. The full gathered skirt is in organdy with red velvet dots. The square-necked halter of Merrimack velveteen has a low back.

The ankle-length red velveteen pants are shown with a popover top in quilted cotton brocade shot with Lurex.

Shoes are by Capezio, jewelry by Mosell. — **JOAN RATTNER**



ANYTHING GOES as long as it's red



Citrus relish. Chop into Whole Berry Sauce one whole orange, skin and all.
Porcupine. Slide Jellied Sauce whole from can, stud with slivered almonds.
Frozen rings. Mix Jellied Sauce with one cupful ginger ale. Freeze in molds.

3 ways to sauce a turkey

Red as rubies, and tasting of summer, Ocean Spray is the *finest* Cranberry Sauce. Top-quality berries, cooked to bursting. Why not try *both* — Jellied Sauce for Thanksgiving. Whole Berry for the "turkey" days after?

For a holiday flavor any day — serve



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Ordinary baby powders absorb irritation-causing moisture. Z.B.T. Baby Powder with Olive Oil repels it. Soothes like powder, protects like oil, guards tender skin against urine scald, diaper rash. After every bath and diaper change, give your baby the "moisture-proof" protection of Z.B.T. Baby Powder.



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ADULTS' OR CHILDREN'S SIZE



Wide World

IKE'S VISITOR: How does she rate different cities?

Quiz 'Em

Questions and answers from the news

By **TOM HENRY**

Sense . . . Helen Keller recently told a news conference that "cities have different odors." How did she characterize Paris, London, Tokyo and Munich?

Paris smells like perfume, London like smoke, Tokyo like incense and Munich like music and legend.

— B.C., Jackson, Mich.

Big Surprise . . . What bonus was recently delivered to one surprised customer of an ice-vending machine in Harrisburg, Pa?

A slightly chilled 10-year-old boy who had climbed into the machine to raid its coin box. He came down the chute with a 50-cent bag of ice.

— P.E., East Detroit, Mich.

New Trick . . . A new "first" in the insurance industry was recently inaugurated. What is it?

Dog insurance. "Canine Shield" is the first medical care plan on a national scope devoted exclusively to non-humans.

— R.A.F., Floral Park, N. Y.

Sad . . . Despite the fact that World War II has been over for 11 years, how many German children are still searching for their parents?

17,000—about 500 are reunited each month.

— V.M.R., San Bernardino, Calif.

NOTE: We will pay \$2 for a question and answer used in this column. Questions are based on current news, and clipping of news source must accompany answer. Address: Tom Henry, THIS WEEK, 485 Lexington Ave., N. Y. 17, N. Y. Unaccepted contributions cannot be acknowledged or returned.



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his
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SERUTAN



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TW-11-11 56



SCANDINAVIAN PUDDING: It's a pretty sight and a new finish for a festive Thanksgiving meal

How America X eats

Governor's Pudding

By CLEMENTINE PADDLEFORD

This Week Food Editor

OLYMPIA, WASH.

"Home for Thanksgiving" means a family get-together for the Langlie clan of Olympia, Wash. The annual harvest dinner has for 12 years been served in the gracious dining room of the Governor's mansion.

This Georgian-Colonial home of the Governor and Mrs. Arthur B. Langlie has an Old South charm seldom found in the Northwest, and a perfect size house for a

family reunion — with ballroom, dining room, great hall and library. This year 20 guests will sit down to feast on a mammoth roast turkey filled with bread stuffing redolent of onion and sage. Mrs. Langlie knows

Continued on next page

FOR RECIPES, TURN PAGE

Parlman Pudding
Scandinavian Pudding
Apricot Bread

THIS WEEK'S NABISCO FEATURE

THE NEW BIG
SOCIAL SUCCESS!

Waverly Wafers

NEW SOCIABLE FLAVOR — extra "buttery" — different from any other cracker — delicious plain — tasty with cheeses and spreads. Makes a hit with *everybody*!

FIRMER — new, different texture — really takes to spreads!

FRESHER — they're *triple* wrapped!

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SMARTEST THING TO SERVE: Waverly Wafers and this cheese and bacon dip. Mix cream cheese with jar of processed blue cheese. Add heavy cream until smooth. Flavor with crumbled crisp bacon, garlic salt, pepper to suit you. A social success and how!

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GOVERNOR'S PUDDING

Continued from preceding page

A Huge Bird In A Bronze Overcoat



GOV. LANGLEIE likes to carve the turkey himself

the dishes the Langlies like and she plans the dinner.

"It's no task," she said, "because we are an old-fashioned family loving the foods traditional to the day." Then she added smiling, "We all expect a great deal of the Thanksgiving turkey, but we never expect anything new."

The Langlies can expect a great deal of their turkey this year. It's waiting now in the freezer, weighing near 30 pounds. The Governor himself will do the carving. "No legings on the bird," he orders, "and no fripperies to get in the way of the knife, to spill and get spots on the tablecloth." He wants the bird plain so he can just go at the carving and keep the production line moving.

Pudding, Not Pie

The maid will pass the vegetables and the boats of giblet gravy, the giblets cut fine as Mrs. Langlie likes them. There will be two kinds of potatoes, a snowy butter-filled mountain of the mashed and a bowl of golden glazed sweets. Green beans on the menu from the backyard garden by way of the freezer. Mrs. Langlie has been growing vegetables since World War II.

There are always two kinds of cranberry relish—the whole-berry sauce and a raw-berry mixture ground with fresh orange and sweetened with honey. Always a hot bread—usually popovers, the Governor's favorite.

Comes dessert and the dinner breaks with tradition. It's pudding, not pie, two puddings, these alternating year by year. One is persimmon, the other a Scandinavian dessert from Mr. Langlie's mother.

Dinner's first course for the large party is passed in the living room, either soup or fruit juice. With this out of the way, dinner can get off to a good start. First on the Thanksgiving menu will be hot apple juice mulled with fresh mint. Soup when served in the drawing room is to sip from a cup passed on a saucer.

At crowd affairs, the soup or fruit punch is dipped from an enormous silver bowl, this a part of the silver service housed in the mansion. The set was purchased by the State of Washington for a gift to Admiral George Dewey and his flagship, the cruiser *Olympia*, in honor of the battle of Manila Bay in 1898. The silver turkey platter is so large that the

30-pound bird could easily move over to make room for a 12-pound hen.

The Scandinavian pudding is a pretty sight, decorated with whipped cream and sprinkled with grated nuts or with small snippets of preserved ginger, or, if you wish, with red and green maraschino cherries.

Mrs. Langlie has cooked since she was a young girl at home in Pittsburgh when she and her sister pitched in together to help prepare meals for the family of seven. But music, not housekeeping, was her planned career. It was on a summer trip through the West that Miss Evelyn Baker of Pittsburgh met the young attorney Arthur B. Langlie of Washington. Then came housekeeping in earnest. Young attorneys have budgets to mind. Even today Mrs. Langlie plans all meals and for tea parties bakes this apricot bread. Cook's weekend off, she does the cooking assisted by daughter Carrie Ellen, a senior at the University of Washington. When 26-year-old son Arthur is home and it's family night in the kitchen, he lends a hand with the dishwashing.

Persimmon Pudding

1 cup sifted flour	1/2 cup seedless raisins
3/4 cup sugar	1/2 cup chopped nuts
1/2 teaspoon baking powder	1 cup fresh persimmon pulp
1/2 teaspoon salt	1/2 cup milk
1/4 to 1/2 teaspoon cinnamon	1 teaspoon vanilla

Sift dry ingredients. Stir in raisins and nuts. Combine remaining ingredients and stir into flour mixture. Turn into a greased and floured 1-quart mold, filling it about 3/4 full. Cover tightly and steam for 1 hour. Serve with vanilla-flavored hard sauce. Yield: 8 portions.

Scandinavian Pudding

1 package unflavored gelatin	Juice of 1 lemon
1/2 cup cold water	1 teaspoon grated lemon rind (or to taste)
5 eggs, separated	Pinch of salt
1/4 cup sugar	

Soak gelatin in water 5 minutes. Dissolve over boiling water; cool to lukewarm. In a large mixing bowl beat egg yolks well. Add sugar a little at a time, beating constantly. Add lemon

Continued on next page

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GOVERNOR'S PUDDING

Continued from preceding page



MRS. LANGLIE plans the old-fashioned dinner

A Choice Of Desserts

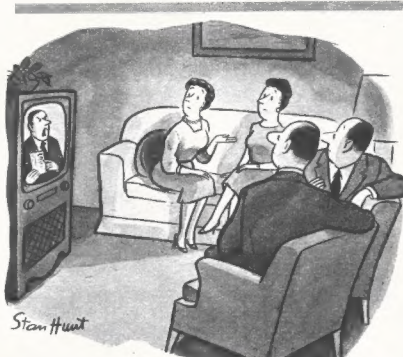
juice and rind and continue beating. Add cooled gelatin mixture and beat again. Add salt to egg whites and beat until stiff. Fold into yolk mixture. Pour into a 1½-quart compote bowl. Chill until firm. Serve with whipped cream and maraschino cherries or finely ground toasted almonds as a garnish. Yield: 8 portions.

Apricot Bread

- | | |
|-----------------------------------|---------------------------|
| ½ cup dried apricots | 1 teaspoon vanilla |
| 1 large orange | 1 egg |
| Boiling water | ½ cup chopped nuts |
| ½ cup raisins | 2 cups sifted flour |
| 2 tablespoons butter or margarine | 2 teaspoons baking powder |
| 1 cup sugar | ½ teaspoon soda |
| | ¼ teaspoon salt |

Soak apricots in water to cover for ½ hour. Squeeze juice from orange and add enough boiling water to make 1 cup. Save skins. Put drained apricots, cut-up orange skins and raisins through a food chopper twice. Cream butter and sugar; add vanilla and beat in egg. Add fruit mixture and nuts. Stir in sifted dry ingredients, alternating with orange-juice mixture. Pour into a greased and floured 9x5x3-inch loaf pan. Bake at 350°F. for 50 to 60 minutes. Yield: 1 loaf.

— The End



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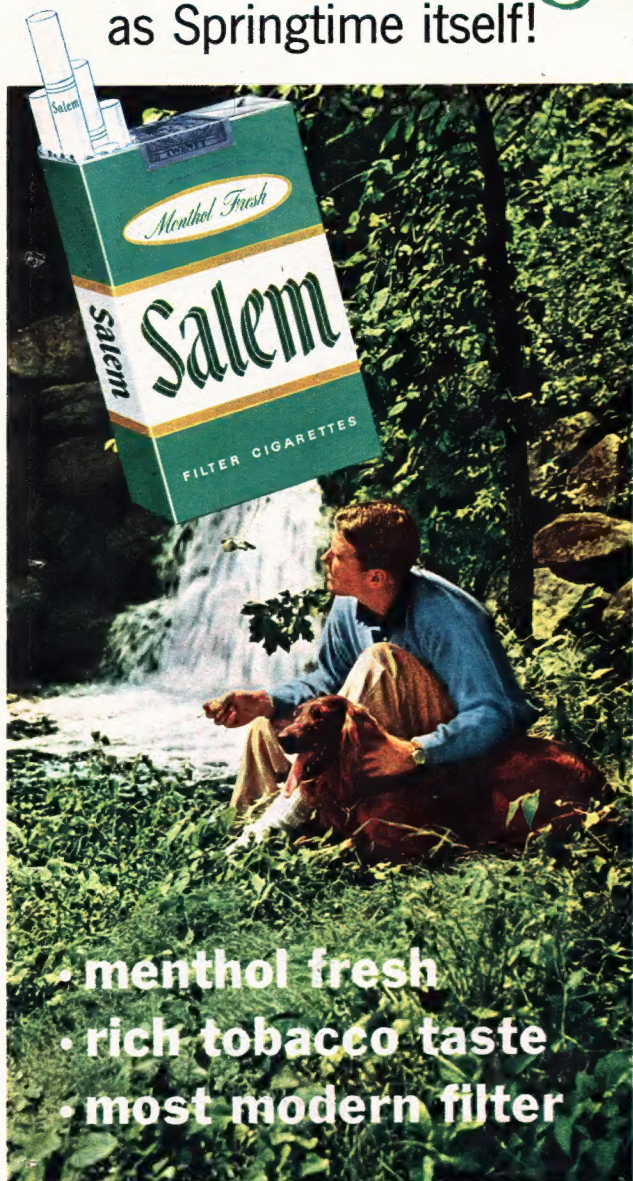
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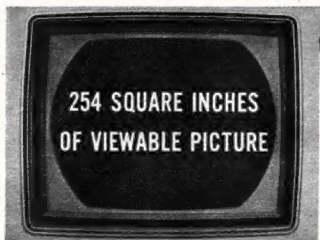
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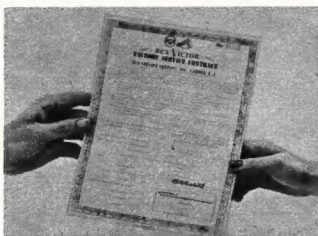
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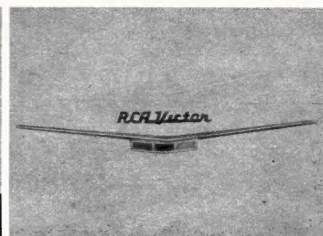
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